



Indiana Office of Tourism Development  
One North Capitol, Suite 600  
Indianapolis, IN 46204

[VisitIndiana.com](http://VisitIndiana.com)

**Save the Date**  
**Indiana Tourism Summit in conjunction with the Indiana Tourism Council**  
**Wednesday, September 17, 2008**  
**Indiana State Museum**

The Indiana Tourism Summit in conjunction with the Indiana Tourism Council will showcase best practices in strategic planning, social media, product development and civic tourism. The Summit will take place from on Wednesday, September 17, from 10 am to 4 pm at the Indiana State Museum with a tour and dinner from 4:30 pm to 8 pm. The Indiana Office of Tourism Development (IOTD) will bring in presenters from across the country to speak with members of the Indiana Tourism industry.

Arrangements and transportation also will be provided for a tour of Lucas Oil Stadium (the new home to the Indianapolis Colts) from 4:30 pm to 6 pm and dinner at the Rathskeller from 6 pm to approximately 8 pm. Busses will be available to take guests back to the Hampton Inn Downtown at 8 pm and again at 9:30 pm. The Rathskeller will have live entertainment in the Kellerbar and Biergarten that evening for those that would like to stay and take the 9:30 pm bus back to the hotel or make other transportation arrangements.

The fee for the Summit is \$99 per person. This price includes your choice of a box lunch, transportation for evening activities, the Lucas Oil Stadium tour and dinner at the Rathskeller. Additionally, IOTD has negotiated a \$118 rate at the [Hampton Inn Downtown](#). A 12-room block is reserved for Tuesday, September 16 and a 50-room block is reserved for Wednesday, September 17. Industry partners may call the Hampton Inn Downtown at 317.261.1200 and request to book a room in the Indiana Tourism Summit block.

[Click here](#) to register. A link to the information is also available on [Tourism.IN.gov](http://Tourism.IN.gov). Questions can be directed to [Emiley Matherly](#).

**Confirmed Speakers:**

**Strategic Planning**

Bill Geist

Mr. Geist is a consultant, author and marketing expert. A past president of the Greater Madison CVB, he was the lead spokesperson and co-strategist for the successful public referendum to fight to build the Frank Lloyd Wright-designed Monona Terrace Convention Center. For the past decade, he has headed up his own consulting firm, Zeitgeist, which specializes in strategic planning, governance, convention center development and legislative issues.

**Social Media**

Josh Hallett

Mr. Hallett is a New Media Strategist at Voce Communications focusing on design and development within Voce's Social Media Services. For more than ten years, Josh has provided development and social media consulting work for emerging internet communication technologies, Fortune 500 companies and traditional media outlets. He is an internationally recognized thought leader in the convergence of social media and corporate public relations.

**Product Development**

Rob Hunden

Mr. Hunden is president of Hunden Strategic Partners. Prior to starting the firm, he served as VP of C.H. Johnson Consulting in Chicago. There, he specialized in hotels, conference centers, sports, urban entertainment-retail districts and convention center development. He has written articles on economic development and taught Destination Development and Tourism courses at Kendall College. Mr. Hunden received a B.S. from Indiana University.

**Civic Tourism**

Dr. Dan Shilling

Dr. Shilling is recognized for his work in cultural heritage tourism, helping to position museums and other heritage institutions to play an important role in the tourism industry. He lobbied the US Congress for museum funding; developed studies on the economic impact of heritage tourists that are still used throughout the country. He worked closely with the Arizona Office of Tourism (AOT) to advance an appropriate form of heritage tourism.